

CLAIMS

I claim:

- 5 1. A message tracking system, comprising:
 a message tracking monitor operable to monitor one or
more ports for tracking information;
 a message tracking interface coupled to the message
tracking monitor and enabled to communicate with one or
10 more decision support subsystems, the message tracking
interface operable to receive tracking information from the
message tracking monitor and transfer the tracking
information to one or more decision support subsystems,
 wherein the tracking information is collected and
15 managed.
2. The message tracking system as claimed in claim 1,
wherein the one or more ports include any one or
combination of electronic mail address, message tracking
20 server, access status log, and proprietary message tracking
API.
3. The message tracking system as claimed in claim 1,
wherein the decision support subsystem includes a decision
25 support database.
4. The message tracking system as claimed in claim 1,
wherein the decision support subsystem includes a decision
support application.
- 30 5. The message tracking system as claimed in claim 1,
wherein the tracking information includes one or more
tracking notifications.

6. The message tracking system as claimed in claim 1, wherein the message tracking interface is operable to access the tracking information stored in a decision support database.

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7. The message tracking system as claimed in claim 1, wherein the message tracking interface is operable to update the tracking information stored in a decision support database.

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8. The message tracking system as claimed in claim 1, wherein the message tracking interface is operable to manage the message tracking monitor.

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9. The message tracking system as claimed in claim 1, wherein the system further includes one or more dynamically pluggable decision support interfaces.

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10. A method for tracking message, comprising:
monitoring tracking information on one or more ports;
collecting tracking information from the one or more ports; and
transmitting the tracking information for handling the tracking information according to a predetermined schema.

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11. The method for tracking messages as claimed in claim 10, wherein the one or more ports include one or more electronic message tracking ports.

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12. The method for tracking messages as claimed in claim 10, further including:
parsing the tracking information into a record format.

13. The method for tracking messages as claimed in

claim 10, wherein the predetermined schema includes storing in a decision support database.

14. The method for tracking messages as claimed in
5 claim 10, wherein the predetermined schema includes real time exception handling.

15. The method for tracking messages as claimed in
claim 10, wherein the transmitting includes transmitting
10 the tracking information to a decision support subsystem.

16. The method for tracking messages as claimed in
claim 10, wherein the one or more ports include one or more
tracking ports.
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17. The method for tracking messages as claimed in
claim 10, further including providing analytical reports
based on the collected tracking information.

18. The method for tracking messages as claimed in
20 claim 10, wherein the monitoring includes requesting for one or more tracking notifications from one or more tracking sources.

19. The method for tracking messages as claimed in
25 claim 10, wherein the monitoring includes accepting one or more tracking notifications from one or more tracking sources.

20. The method for tracking messages as claimed in
30 claim 10, wherein the monitoring includes continuously monitoring tracking information ports.

21. A program storage device readable by machine,

tangibly embodying a program of instructions executable by the machine to perform method steps of tracking messages, comprising:

monitoring tracking information on one or more ports;
5 collecting tracking information from the one or more ports; and

transmitting the tracking information for handling the tracking information according to a predetermined schema.

10 22. A message tracking system, comprising:

a message tracking monitor coupled to one or more message tracking data sources, the message tracking monitor operable to receive tracking information from the one or more message tracking data sources and parse the tracking
15 information into one or more tracking data records;

a message tracking interface coupled to the message tracking monitor and one or more decision support subsystems, the message tracking interface operable to receive tracking data records and transmit the tracking
20 data records to the one or more decision support subsystems.

23. The message tracking system as claimed in claim 22, further including:

25 one or more dynamically pluggable decision support interface modules coupled to the message tracking interface and the one or more decision support subsystems, wherein the one or more dynamically pluggable decision support interface modules in response to receiving the one or more
30 tracking data records from the message tracking interface, transmit the one or more tracking data records to the one or more decision support subsystems.

24. The message tracking system as claimed in claim

Parameter	Unit	Value	Standard Error	t-Statistic	p-Value
Intercept		1.234	0.012	102.8	0.000
Age	Years	0.005	0.001	5.2	0.000
Gender	Male/Female	0.150	0.050	3.0	0.002
Education	Years	0.010	0.002	5.0	0.000
Income	\$/Year	0.000	0.000	1.5	0.130
Health	Good/Bad	0.200	0.080	2.5	0.010
Marital Status	Married/Single	0.100	0.040	2.5	0.010
Religion	Protestant/Catholic	0.050	0.020	2.5	0.010
Region	North/South	0.050	0.020	2.5	0.010
Constant		1.234	0.012	102.8	0.000